CLAIMS

What is claimed is:

1. An interactive electronic commerce system enabling selective delivery of commerce-related
5 messages, comprising

a user account database storing user account information associated with a plurality of
users;

a message database storing at least one message in association with a product identifier;

10 a message management module operative to

receive, from a user, a product identifier and at least one condition under which
the user desires to receive information associated with the product identifier;

store the product identifier and the at least one condition in the user account
database in association with the user account corresponding to the user;

15 receive, and store in the message database, at least one message and a product
identifier associated with the message;

scan the user account database to determine whether the at least one message
satisfies the conditions imposed by users;

deliver the message as to all users where the imposed conditions are satisfied.
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2. The system of claim 1 further comprising a transaction processing system operative to receive
product orders from users and process payment transactions.

3. The system of claim 1 further comprising a call center comprising at least one call station
25 assisting a live agent to handle calls from users.

4. The system of claim 1 further comprising an interactive voice response system to receive and
transmit data over a telecommunications network, the interactive voice response system
providing the interface by which users access the message management module.
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5. The system of claim 4 wherein the interactive voice response system includes automatic

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number identification (ANI) functionality, allowing identification of telephone numbers associated with incoming calls, and wherein identified telephone numbers are used to identify users and retrieve user account information from the user account database.

5 6. The system of claim 1 wherein the at least one message is an electronic coupon.

7. A method enabling conditional delivery of commerce-related information, comprising
   receiving from a user an identification of a product or service, wherein the product or service is the subject of a broadcast;

10   receiving from the user at least one condition under which the user desires to receive additional information relating to the product or service;
   receiving a user identification corresponding to the user;
   storing the identification of the product or service and the at least one condition in association with the user identification;

15   after receiving additional information relating to the product or service, assessing whether the at least one condition is satisfied; and
   conditionally providing the additional information to the user, if the at least one condition is satisfied.

20 8. A system enabling delivery of promotional messages concurrently with a broadcast, comprising
   a user registration module operatively connected to a telecommunications network, wherein the user registration module is operative to
      receive calls from users, and

25   register users on an active user list;
   a message database storing at least one message in association with a message code;
   a broadcast signal monitoring unit operative to detect message codes in a broadcast signal,
   a message delivery module operative to

30   upon detection of a message code by the broadcast signal monitoring unit, retrieve a message corresponding to the message code in the message database, and

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distribute the message to the users on the active user list.

9. The system of claim 8 wherein the broadcast signal is a television signal.

5 10. The system of claim 8 wherein the broadcast signal is a radio signal.

11. The system of claim 8 wherein the message is an electronic coupon.

12. The system of claim 8 further comprising a user account database storing user account
10 identifiers in association with at least one message delivery mode preference, and wherein the ad
delivery module is operative to deliver the message to each user using the delivery mode
specified in a corresponding user account.

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